BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Hospitality Pearson BTEC International Level 3 Subsidiary Diploma in Hospitality Pearson BTEC International Level 3 Foundation Diploma in Hospitality Pearson BTEC International Level 3 Diploma in Hospitality Pearson BTEC International Level 3 Extended Diploma in Hospitality
Unit number and title	**Unit 22: Marketing for Hospitality**
Learning aim(s)	**B:** Investigate opportunities for a new product or service for a hospitality business
Assignment title	**A new product or service for the hospitality industry**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing your working as a trainee in a marketing department of a hospitality business. Your manager was pleased with the work you produced on the benefits and constraints of marketing and has asked you to write a report on the current opportunities for a new product or service.
Task 1	Firstly, you will need to carry out **independent primary and secondary market research** into prospective opportunities for a new product or service to be used in the hospitality industry. Using your research data, write a report that evaluates the opportunities for **one** new product or service. Your report must include: • Selection of a new product or service to introduce • The customers, current trends and competitor activities and market environment in relation to this product or service. Your report must be based on appropriate data that is valid, reliable and current, and it must use appropriate marketing models and tools i.e. o PESTLE (Political, Economic, Social, Technological, Legal, Environmental)

	analysis o SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis o Competitor analysis o Market mapping o Product life cycle Your report will be logically and coherently structured, use appropriate business and marketing terminology accurately and be clearly and fluently expressed so it can be understood by your manager. All conclusions will be fully justified and supported by good use of independent research evidence.
Checklist of evidence required	A report A research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.D2	Evaluate the opportunities for a new product or service in the hospitality industry.
B.M2	Analyse the opportunities for a new product or service in the hospitality industry.
B.P4	Investigate the marketing models and tools used in the hospitality industry.
B.P3	Explore the opportunities for a new product or service in the hospitality industry.

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson. GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*N/A*